

Message Text

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PAGE 01 TEHRAN 06727 170507Z
ACTION NEA-10

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FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9382

UNCLAS TEHRAN 6727

FOR CAGNE

E.O. 11652:N/A
TAGS: BEXP, IR
SUBJ: EXPORT PROMOTION: TITF INVITATION TO SECRETARY KREPS

1. PLEASE EXTEND THE FOLLOWING MESSAGE TO SECRETARY OF
COMMERCE KREPS FROM THE CHARGE D' AFFAIRES OF THE AMERICAN
EMBASSY IN TEHRAN, MR. CHARLES W. NAAS.

2. THE TEHRAN INTERNATIONAL TRADE FAIR IS SPONSORED BY THE
GOVERNMENT OF IRAN AND IS THE MOST IMPORTANT COMMERCIAL EVENT
HELD ANNUALLY IN THIS COUNTRY. FORTY FOUR COUNTRIES WILL
PARTICIPATE IN NATIONAL PAVILIONS, ALONG WITH A NUMBER OF
LOCAL PRIVATE FIRMS. PRODUCTS OF MORE THAN 30 U.S. FIRMS
WILL BE DISPLAYED IN THE AMERICAN PAVILION THIS YEAR. THE
FAIR IS OPENED BY HIS IMPERIAL MAJESTY, THE SHAHANSHAH, AND
IS ATTENDED BY VIRTUALLY ALL RANKING GOVERNMENT OFFICIALS
AND PROMINENT BUSINESSMEN.

3. WE WOULD LIKE TO INVITE YOU TO VISIT TEHRAN AND ATTEND
EITHER THE OPENING CEREMONIES ON SEPTEMBER 19 OR THE AMERICA DAY
RECEPTION ON SEPTEMBER 24. THIS MISSION GIVES A HIGH PRIORITY
TO EXPORT PROMOTION ACTIVITIES AND IRAN HAS BECOME A MAJOR
MARKET FOR U.S. PRODUCTS. YOUR PRESENCE AT THE FAIR WOULD
HIGHLIGHT THE SIGNIFICANCE OF OUR COMMERCIAL RELATIONSHIP
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WITH THIS IMPORTANT COUNTRY. WE CAN DEVELOP A FULL AND
INTERESTING SCHEDULE OF SESSIONS WITH IRANIAN OFFICIALS AND
U.S. AND IRANIAN BUSINESSMEN. (ROUGHLY 350 U.S. FIRMS ARE
REPRESENTED HERE.) AMBASSADOR SULLIVAN IS ON HOME LEAVE
BUT WILL HAVE RETURNED TO TEHRAN BY THE TIME THE FAIR OPENS.

4. I HOPE THAT YOU WILL BE ABLE TO FIND TIME IN YOUR BUSY

SCHEDULE TO ASSIST THE EMBASSY AND THE U.S. TRADE CENTER IN
ITS EXPORT PROMOTION EFFORTS.
NAAS

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